

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203-1907

Contract # 339601

Schedule Dates

11/02/12-11/06/12

Advertiser

Cowell for North Carolina Treasurer (9687)

Agency

Media Strategies & Research (1583)

Product

Political - State Candidate (1071)

Brand

POLITICAL (28001)

Salesperson

Wade, Dave (1546)

Sales Office

WSOC-TV

Buyer Name

Collins, Suzanne

Phone/Fax

(303) 989-4700 /

Date Entered

11/01/12

Last Modified

11/01/12

Entered By

Dave Wade

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$573.75

Net Total

\$3,251.25

Sales Tax

Charlotte (WSOC)
By Broadcast Month

Nov 2012

Spots 5

Rate \$3,825.00

Grand Total: 5

\$3,825.00

Account Types

Local/Political

Billing Type

Standard

Comments

Line

Line Type / Break Type (Ref #)

Dates

Sec

Length

Run Times

SPW

Mo

Tu

We

Th

Fr

Sa

Su

Spots

Rate

Total

Station

Comments

Entered

1.0 Normal Line / Spot

11/02/12-11/02/12

5

:30

4P-5P (EST)

1

1

1

1

1

1

1

1

1

1

1.1 Normal Line / Spot

11/02/12-11/02/12

5

:30

4P-5P (EST)

1

1

1

1

1

1

1

1

1

2.0 Normal Line / Spot

11/05/12-11/05/12

5

:30

5A-5:30A (EST)

1

1

1

1

1

1

1

1

1

3.0 Normal Line / Spot

11/05/12-11/05/12

4

:30

11P-11:35P (EST)

1

1

1

1

1

1

1

1

1

4.0 Normal Line / Spot

11/05/12-11/05/12

5

:30

11:35P-12:05A (EST)

1

1

1

1

1

1

1

1

1

5.0 Normal Line / Spot

11/06/12-11/06/12

5

:30

6A-7A (EST)

1

1

1

1

1

1

1

1

1

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WSOC-TV Charlotte-Gastonia-Rk Hill	Date: 11/1/2012
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I, Media Strategies and Research,

being/on behalf of: Janet Cowell, a legally

qualified candidate of the Democratic political

party for the office of: Treasurer

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, November 02, 2012			Tuesday, November 06, 2012		

Total Charges: \$3,825.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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I represent that the payment for the above described broadcast time has been furnished by:

Cowell for Treasurer

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Richard Cook

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, November 01, 2012

Date

Signature

To Be Signed By Station Representative

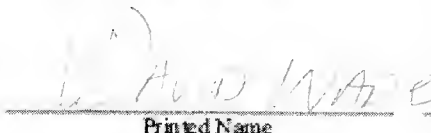
☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature



Printed Name

Title